## **CLAIMS**

What is claimed is:

- 1. A low-voltage excited red phosphor comprising: a matrix including an oxide of an alkal earth metal and titanium; and doping elements including a rare-earth element, a group 13 element, and Zn.
- 2. The phosphor according to claim 1, wherein the alkali earth metal is at least one metal selected from the group consisting of Mg, Sr, Ca, Ba, or a combination thereof.
- 3. The phosphor according to claim 1, wherein the rare-earth element is at least one element selected from the group consisting of Ce, Eu, Tb, Er, Tm, Pr, Dy, Gd, or a combination thereof.
- 4. The phosphor according to daim 1, wherein the rare-earth element is doped in an amount of 0.05 to 5 mol% of the phosphor.
- 5. The phosphor according to claim 1, wherein the group 13 element is at least one element selected from the group consisting of Al, Ga, In, Tl, or a combination thereof.
- 6. The phosphor according to claim 1, wherein the group 13 element is doped in an amount of 0.05 to 130 mol% of the phosphor.
- 7. The phosphor according to claim 1, wherein Zn is doped in an amount of 0.01 to 100 mol% of the phosphor.
- 8. A method of preparing the low-voltage excited red phosphor comprising: mixing a salt of an alkali earth metal and titanium oxide to obtain a mixture; adding a rare-earth element-containing compound, a group 13 element-containing compound and a Zn-containing compound to the mixture; and firing the mixture at a temperature in the range of 1100-1400°C.

9. The method according to claim 9, wherein the Zn-containing compound is at least one Zn-containing salt selected from the group consisting of ZnO, ZnBr, ZnCl<sub>2</sub>, Zn(NO<sub>3</sub>)<sub>2</sub>, Zn(NO<sub>3</sub>)<sub>2</sub> 6H<sub>2</sub>O, Zn(PO<sub>4</sub>)<sub>2</sub>, ZnSO<sub>4</sub>, and Zn(OH)<sub>2</sub>.